

Art Unit: 3622

DETAILED ACTION

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Attorney Spicer on January 9, 2012 and in a FAX received January 10, 2012.

The application has been amended as follows:

Claims 1 – 87, 99, and 105 – 114 have been canceled, and claims 88 – 98, 100, 101 and 103 – 104 have been amended as follows:

1 – 87. (cancelled)

(88. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising:

(a) receiving, by a computer, a market segment selection from a user;

(b) obtaining a record of ~~segment-specific~~ available addressable units ~~available to said user~~, wherein said ~~segment-specific~~ available addressable units are characterized as belonging to said selected market segment;

(c) obtaining an inventory of avails corresponding to said ~~segment-specific~~ available addressable units; and

Art Unit: 3622

(d) generating, by the computer, a proposed price for avails in said inventory of avails, wherein said proposed price is dependent on said market segment selection.

89. (currently amended) The method of claim 88, wherein said proposed price is dependent further depends on a particular programming slot to which each of the avails ~~avail~~ corresponds.

90. (currently amended) The method of claim 89, wherein each particular programming slot corresponds to a program.

91. (currently amended) The method of claim 90, further comprising:

(e) determining the likelihood that a generic viewer in said market segment will watch said program to which each of the avails ~~avail~~ corresponds.

92. (currently amended) The method of claim 91, wherein said proposed price is based further depends on said ~~viewing~~ likelihood.

93. (currently amended) The method of claim 92, wherein said proposed price is dependent further depends on the time that each particular programming slot occurs.

94. (currently amended) The method of claim 90, wherein said proposed price for each ~~avail~~ of the avails further depends on the corresponding programming slot and the corresponding program.

95. (currently amended) The method of claim 88, wherein [[a]] the user selects at least one ~~avail~~ of the avails for purchase ~~in~~ from said inventory of avails.

96. (currently amended) The method of claim 88, further comprising:

(e) receiving a purchase request from [[a]] the user for the purchase of at least one ~~avail~~ of the avails from ~~in~~ said inventory of avails.

Art Unit: 3622

97. (currently amended) The method of claim 88, wherein said generating ~~[[of]]~~ a proposed price occurs prior to selecting ~~an~~ ads to be displayed in said avails of said inventory of avails.

98. (currently amended) The method of claim 88, wherein each ~~avail~~ of the avails corresponds to a particular programming slot.

99. (cancelled)

100. (currently amended) The method of claim 88, wherein said proposed price ~~is dependent~~ further depends on the number of avails that said user purchases.

101. (currently amended) A computer-implemented method for managing avail inventory data of media programming streams for a communications network, the method comprising:

- (a) receiving, by a computer, a programming selection from a user;
- (b) obtaining an inventory of avails corresponding to said programming selection;
- (c) obtaining a listing of available addressable units ~~available to said user~~ for ~~said~~ avails in the inventory of avails corresponding to said ~~program~~ programming selection; and
- (d) generating, by the computer, a price for said avails corresponding to said ~~program~~ programming selection ~~stored in said inventory of avails~~ based at least in part on the available addressable units.

102. (previously presented) The method of claim 101, further comprising:

- (e) receiving a market segment from said user.

103. (currently amended) The method of claim 102, wherein said ~~record~~ listing of addressable units only includes those addressable units that are within said market segment.

Art Unit: 3622

104. (currently amended) The method of claim 102, wherein said price for said avails ~~is dependent~~ further depends on whether the addressable unit corresponding to ~~an~~ the respective avail is within said market segment.

105 – 114. (cancelled)

Allowable Subject Matter

Claims 88-98 and 100-104 are allowed.

The following is an examiner's statement of reasons for allowance:

The prior art of record, Hendricks, failed to explicitly teach "wherein the proposed price dependent on the market segment selection" and also failed to explicitly teach "receiving a programing selection from the user".

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to YEHDEGA RETTA whose telephone number is (571)272-6723. The examiner can normally be reached on 8-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3622

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YR

/Yehdega Retta/
Primary Examiner, Art Unit 3622